

ABSTRAK

Banyaknya jenis mobil yang ada di Indonesia menyebabkan konsumen lebih selektif dalam menentukan merek mobil. Keputusan konsumen dalam menentukan atau memilih merek mobil tertentu bukanlah hal yang begitu saja terjadi. Banyak pertimbangan yang dilakukan konsumen sebelum memutuskan untuk membeli suatu produk misalnya iklan dan citra merek. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh iklan dan citra merek terhadap keputusan pembelian mobil Daihatsu Xenia pada PT. Astra Daihatsu Motor Cabang Panglima Sudirman Surabaya. Sampel dalam penelitian ini adalah 30 pembeli mobil Daihatsu Xenia pada PT. Astra Daihatsu Motor Cabang Panglima Sudirman Surabaya. Metode pengumpulan dilakukan dengan cara penyebaran kuesioner. Pengujian data menggunakan analisis regresi linier berganda dengan pengujian hipotesis menggunakan uji t. Berdasarkan hasil penelitian dapat diketahui bahwa iklan berpengaruh signifikan terhadap keputusan pembelian. Citra merek berpengaruh signifikan terhadap keputusan pembelian. Citra merek berpengaruh dominan terhadap keputusan pembelian mobil Daihatsu Xenia Pada PT. Astra Daihatsu Motor Cabang Panglima Sudirman Surabaya.

Kata kunci : iklan, citra merek, keputusan pembelian



ABSTRACT

The various types of automobiles in Indonesia and the advantages they offer have made the customers become more selective in determining the brand of the automobile. In determining or selecting particular automobile brand, customers have a lot of considerations before they decide to purchase a product such as advertisements and brand image. The purpose of this research is to analyze the influence of advertising and brand image to the purchasing decision Daihatsu Xenia Automobile at PT. Astra Daihatsu Branch Panglima Sudirman Surabaya. The samples in the research are 30 buyers of Daihatsu Xenia Automobile at PT. Astra Daihatsu Branch Panglima Sudirman Surabaya. The sample collection method has been done by issuing questionnaires. The test data has been carried out by using multiple linear regression analysis and the hypothesis test has been done by using t test. Based on the results of the research, it has been found that advertisement have significant influence to the purchasing decisions, so the significant influence of brand image is based on the result of the research has been known that brand image has dominant influence to the purchasing decision of Daihatsu Xenia automobile at PT. Astra Daihatsu Motor Branch Panglima Sudirman Surabaya.

Keywords: Advertising, brand image, purchasing decisions

